[NOTE Additions are underlined; deletions are within double square brackets]

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application.

1. (currently amended) A system for alternative presentation of advertising comprising:

   a.   a file (FILE); said file including a block including content and advertising segregated from each other (PROTECTED_BLOCK), and a block including said content, and said advertising embedded in [each other] said content (UNPROTECTED_BLOCK); said file being amenable for play on any playback means; and

      b.   a special playback means for:

         i.   separating said advertising from said content in said [UNPROTECTED_BOCK] PROTECTED_BLOCK, playing back said content, and making an alternative presentation of said advertising, providing a user desires it and is authorized, and said playback means includes a means for alternative presentation of said advertising; and

         ii.   otherwise, playing back said [PROTECTED_BLOCK] UNPROTECTED_BLOCK; and

   c.   a means for distributing said FILE to said special playback means;

   whereby when a user plays said FILE, said content is played and said advertising is presented in an alternative format, providing said user is authorized and said special playback means includes a means for alternative presentation of said advertising; otherwise, said content with embedded advertising is played.

2. (original) A system as claimed in claim 1 further comprising special business rules which define the relationship of the content to the advertising and contains technical information, business information, copyright information, cryptography information, coding information and watermarking information.

3. (original) A system as claimed in claim 1 in which said PROTECTED_BLOCK and said UNPROTECTED_BLOCK are composed and assembled in a secure manner.

4. (original) A system as claimed in claim 1 in which said system additionally detects whether said advertising is alternatively presented and logs said presentation.

5. (original) A system as claimed in claim 1 in which distribution is over a network.

6. (original) A system as claimed in claim 1 in which distribution is over the Internet.

7. (original) A system as claimed in claim 1 in which distribution is by wireless broadcasting.

8. (original) A system as claimed in claim 1 in which distribution is via magnetic media.

9. (original) A system as claimed in claim 1 in which distribution is via optical media.

10. (currently amended) A method for alternative presentation of advertising comprising the steps of:

    a.   creating a file (FILE); said file including a BLOCK_HDR, an UNPROTECTED_BLOCK and a PROTECTED_BLOCK; said PROTECTED_BLOCK including content and advertising segregated from each other; said UNPROTECTED_BLOCK including said content and said advertising embedded in [each other] said content; said BLOCK_HDR including general information about said file, said content and said advertising; said FILE being amenable for play on any playback means;

    b.   providing a [special] playback device having a means for alternative presentation of said advertising designed to:

        i.   separate said advertising from said content in said PROTECTED_BOCK, play back said content, and make an alternative presentation of said advertising; and

        ii. play back said UNPROTECTED_BLOCK;

    c.   distributing said FILE to said [special] playback device;

d.   extracting BLOCK_HDR from said FILE;

e.   verifying BLOCK_HDR's signature;

f.   if verification fails, terminating the program;

g.   if the verification is successful, comparing the type of said playback device (DEVICE_TYPE) to DEVICE_TYPEs listed in the BLOCK_HDR;

h.   if there is a match, selecting that DEVICE_TYPE

i.   if there is no match selecting a default device type (DEFAULT_DEVICE);

j.   verifying if said playback device supports presentation of any type of advertising that is included in said FILE;

k.   if there is at least one type supported, initiating protected playback, providing said user desires it and is authorized, otherwise initiating unprotected playback; unprotected playback being playback of said embedded content and advertising, and protected playback being playback of said content and alternative presentation of said advertising; and

l.   if no types are supported, initiating unprotected playback.

11. (original) A method as claimed in claim 10 in which protected playback comprises the steps of:

a.   extracting said content and advertising from said PROTECTED_BLOCK;

b.   verifying said content and advertising;

c.   if verification fails, initiating unprotected playback;

d.   if verification is successful, alternatively presenting said advertising and verifying that said advertising is properly presented;

e.   if said advertising is not properly presented, reverting to unprotected playback;

    f.   if said advertising is properly presented, extracting said content, from said PROTECTED_BLOCK and playing said content; and

    g.   updating usage information for said advertising.

12. (original) A method as claimed in claim 10 in which unprotected playback additionally comprises the steps of:

    a.   adding verifying signature information to said UNPROTECTED_BLOCK;

    b.   verifying that the information is properly signed;

    c.   if the information is properly signed, allowing play to commence; and

    d.   if the signature cannot be verified, not allowing play to commence.

13. (currently amended) A [system] <u>method</u> as claimed in claim 10 further comprising the step of defining business rules which define the relationship of the content to the advertising and contains technical information, business information, copyright information, cryptography information, coding information and watermarking information.

14. (currently amended) A [system] <u>method</u> as claimed in claim 10 further comprising the step of composing said PROTECTED_BLOCK and said UNPROTECTED_BLOCK in a secure manner.

15. (currently amended) A [system] <u>method</u> as claimed in claim 10 further comprising the steps of:

    a.   detecting whether said advertising is alternatively presented; and

    b.   loging said alternative presentation.

16. (currently amended) A [system] <u>method</u> as claimed in claim 10 in which said distributing step is performed over a network.

17. (currently amended) A [system] <u>method</u> as claimed in claim 10 in which said distributing

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step is performed over the Internet.

18. (currently amended) A [system] <u>method</u> as claimed in claim 10 in which said distributing step is performed by wireless broadcasting.

19. (currently amended) A [system] <u>method</u> as claimed in claim 10 in which said distributing step is performed via magnetic media.

20. (currently amended) A [system] <u>method</u> as claimed in claim 10 in which said distributing step is performed via optical media.